

YEE, MENG QUEEN

BUSINESS UNIT LEAD

EXECUTIVE SUMMARY

- A growth-mindset advocator who believes in people - the team, talents, cross functional colleagues; can achieve limitless potentials together, because *'It Always Seems Impossible Until It's Done'* (Nelson Mandela) & *'Teamwork Makes Dream Work'*.
- A compassionate leader with demonstrated key strengths to build high performing teams & leads diverse teams to get-things-done. Key strengths summarized as **I.M.R.A.C.E.R** (Innovative, Momentum, Resilience, Agility, Connector, Empowering & Resourceful)
- A forward-thinking & strategic business innovator with 19 years of pharmaceutical marketing and sales experiences managing businesses for Malaysia & Brunei markets, and good exposure about Singapore market.
- A leader with strong business skillsets acquired in strategic planning and marketing management, sound financial planning capabilities, building and managing new business units, and leading new pipelines launch excellences.
- An effective relationship builder with proven interpersonal skills to build sustainable collaborations and partnerships with both internal and external stakeholders. Demonstrated strong key opinion leaders' development and management capabilities.
- Established expertise and experiences in managing innovative medicines for speciality therapeutic areas mainly in Immunology that spans across Dermatology, Rheumatology, Gastroenterology and Ophthalmology. Other key areas with all-encompassing experiences include Primary Care (Pain, Obesity), Patient Journey and Disease Management.

Key highlights:

- Experience in building high performing teams & new business units. Established new marketing team and new business unit in 2017 and 2020 respectively. Two examples that demonstrated this leadership capability:
 - Led brand team to win the 'AbbVie Best Team Award (Year 2020) for new brand 'best launch ever' achieved
 - Coached new medical sales representative who joined organization in January 2020, to achieve High Sales Achiever's Award (Year 2020).
 - Direct reports (2 medical sales representatives) emerged as High Achievers (Year 2015 & 2016)
- Competent in driving new pipelines launch excellence. In 2018-2019, successfully led launch excellence strategic planning for 2 new products; for launches in 2020. New products are key assets to maintain leadership in its therapeutic markets respectively. New brand launched in 2020 during Covid-19 had exceeded internal company financial commitment (+220%) and exceeded key competitors' first year of launch new patients' analogue metric (estimated IQVIA patient share)
- Pioneered digital innovation and solutions to drive multi-channel marketing strategies for business unit and local organization. Innovative initiatives created were adopted across the organization and Southeast Asia region for other brands and markets during Covid-19 pandemic year.

KEY SKILLS

- Strategic Planning
- Financial Planning & Forecasting, & Brand P&L
- New Product Planning & Launch Excellence
- Marketing Management
- Talent Development & Management
- Business Unit Management
- Sales Management
- Project Management

PROFESSIONAL EXPERIENCES

BUSINESS UNIT MANAGER (MALAYSIA & BRUNEI) **ABBVIE SDN BHD, MALAYSIA**

JAN 2020 - PRESENT

Reporting to Head of Business Unit, Malaysia & Singapore

- Leading a business unit comprises of 4 direct reports (1 marketing and 3 sales representatives) to manage all marketing and sales operations activities for a new launched product. Co-manage 3 hybrid sales representatives.
- Local country lead for launch excellence planning for new pipelines (Immunology portfolio, Malaysia & Brunei).
- Responsible to lead development of strategies for pre-launch and post launch plans with full responsibility for brand P&L, financial planning and forecasting, and organization readiness (BU structure).
- Lead digital innovation in organization to pioneer new solutions and establish digital strategies in multi-channel approaches for portfolio.

Key Highlights

- Despite impact of Covid-19, successfully led BU to exceed PLAN commercial patients target within 4 months and exceed PLAN financial targets within 6 months (Perf: 102%) and Timeline was benchmarked from commercial stocks availability for new product launched (mid Apr 2020). Overall new brand's performance was +220% vs financial commitment at financial year closing (8 months post commercial launch)
- Led cross-functional team collaboration for new product pre-launch planning. Achieved accelerated product regulatory approval from within 18 months to achieve within 9 months and expedited commercial stocks availability that enabled go-to market earlier by 1 month ahead from plan.
- Led Brand Team to achieve Best Launch Ever in 2020 for new brand launched. Awarded Best Team 2020.
- Set up new business unit to launch new product comprises of 4 direct reports (1 marketing and 3 sales representatives).
- Pioneered innovative digital solutions for business unit to address impact due to COVID-19 and MCO (movement control order). Established and implemented new virtual e-detailing engagements workflow for sales team with healthcare professionals (HCPs) within 7 working days, from 1st day of MCO. Sales team successfully engaged ~50% of HCPs coverage for new product launch for new product scientific discussions within 3 months.

MARKETING MANAGER (MALAYSIA & BRUNEI)

JAN 2017 – DEC 2019

ABBVIE SDN BHD, MALAYSIA*Reporting to Business Unit Director*

- Managed new products planning & pipeline launches for two (2) new products to expand Immunology business unit from single brand to portfolio.
- Business unit marketing lead managing 2 marketing headcounts for 4 therapeutic areas (rheumatology, gastroenterology, dermatology & ophthalmology).

Key Highlights:

- Established new marketing team in 2017 for Immunology business unit. Created marketing excellence structure and processes for business unit.
- Developed marketing training modules and trained newly appointed marketers in 2017 within the organization.

BUSINESS UNIT MANAGER (MALAYSIA & BRUNEI)

JAN 2015 – DEC 2016

ABBVIE SDN BHD, MALAYSIA*Reporting to Senior Business Unit Manager*

- Business unit lead to manage all sales and marketing activities for brand in 2 key Immunology therapeutic areas (dermatology & gastroenterology)
- Responsible for strategic planning & marketing of the brand for the two therapeutic areas (dermatology & gastroenterology)
- Managed a sales team comprised of a team of 3 sales headcounts.

Key Highlights:

- Achieved exponential sales growth for dermatology (Gr=>40%) & gastroenterology therapeutics (Gr=>260%) in 2015
- Gained between 3%-5% increased in market share for brand in the inflammatory bowel disease (IBD) therapeutic area. (Estimated therapeutic market share in Q4 2015 IMS)
- Launched a new indication Hidradenitis suppurativa (HS) for brand (May 2016).
 - Achieved accelerated regulatory approval for HS indication by 4 months earlier
 - Achieved a successful media launch (20 May 2016) for new indication. Post media launch: Achieved more than 22 media publications across multi-channels (TV, Radio, Newspaper prints, Magazine and Online) in Malaysia with estimated audience reach of 4.5 million populations.
- Launched the first treatment algorithm for Inflammatory Bowel Diseases (IBD) in 2016

NATIONAL BRAND MANAGER (MALAYSIA, BRUNEI & SINGAPORE)
ABBVIE SDN BHD, MALAYSIA

AUG 2013 – DEC 2014

Reporting to Division Manager, Malaysia

Dotted line reporting to Country Manager, AbbVie Singapore

- Managed strategic planning & marketing activities for one brand in two therapeutic areas (dermatology & gastroenterology) for 3 markets

Key Highlights:

- Launched a new indication ulcerative colitis (UC) in Singapore within 1-month after joining organization with a novel and creative launch idea: Created a tunnel walkway replica of an inflamed colon to enter in the meeting room and replica of a colon in remission upon exiting via the tunnel walkway

SENIOR SPECIALIST, MARKETING
MERCK, SHARP & DOHME (MALAYSIA) SDN. BHD.

AUG 2010 – AUG 2013

Reporting to Business Unit Director

- Managed strategic planning & marketing activities for the #1 brand (by single brand count) in the organization with average annual revenue of RM30 million-RM35 million

Key Highlights:

- Turned-around business to achieve strong double-digit growth between 10%-14% from 2011-2013 for a >10 year old brand.
- Sustained #1 market leadership in private sector across all channels with growth year-on-year
- Expanded government sector market share from 25% to 28% after 8-9 years post enlistment in Malaysia National Formulary.

PFIZER (MALAYSIA) SDN. BHD.

JAN 2006 – JUL 2010

Positions held:

- **Senior Project Manager** (1 Dec 2009 till 31 July 2010)
Reporting to Director, Customer Relations
- **Project Manager** (1 April 2007 – 30 November 2009)
Reported to Director, Strategic Planning & Business Operations
- **Product Manager** (16 January 2006 – 31 March 2007)
Reported to Cardiovascular Unit Marketing Manager
- Established and led a project team comprises of 4 headcounts (project executive, project analyst and two 3rd party contracted nurses)
- Established end-to-end project infrastructure for patient support programme that included development of CRM system, setting up a call centre, created SOPs & KPIs, programme modules and training for nurses and team members.

Key Highlights:

- Established capabilities to engage with executive leadership team in Malaysia and with Regional Vice President and his regional executive leaders, via monthly presentations of programme performance
- Launched a patient support programme that comprised of nurse coaching support. Programme supported 13 key brands for the organization to improve patients' adherence.

ROCHE (MALAYSIA) SDN. BHD.

JUL 2002 – DEC 2005

Positions held:

- **Product Manager** (Oct 2004 – 31 Dec 2005)
- **Product Specialist (Medical Sales – Retail Pharmacy Channel)** (Mar 2003 – Sept 2004)
- **Customer Support Executive – Weight Management Support** (July 2002 – Feb 2003)
 - Managed strategic planning and marketing activities for brand & established robust KOL management plans.
 - Managed pharmacy channel accounts for brand with year-on-year sales achievement on target and growth

EDUCATION

BACHELOR OF SCIENCE (BIOCHEMISTRY)

MAY 1999 – MAY 2002

University of Malaya, Kuala Lumpur, Malaysia

First Class Honours: Achieved CGPA 3.93 / 4.00

CERTIFICATIONS

- **Certified Digital Marketing Specialist**



- **Certified Trainer for Challenger Sales** (Sales-Selling Skill Programme by CEB).

AWARDS

- **2020 AbbVie Malaysia Best Brand Team Award** (*Led brand team to achieve best launch ever for new brand launched during COVID19*)
- **2015, 2016 & 2018 AbbVie Global Presidential Awards** (*Award for achieving milestones in standard of care, access, and innovation respectively*)
- **2014, 2015, 2019 & 2020 AbbVie Malaysia Way We Work Culture Awards** (*5 Awards: Make Possibilities Real x 2, Clear & Courageous x 2, All for One x 1*)
- **2014 AbbVie Malaysia Top Marketer Award**

MISCELLANEOUS INFORMATION

- **Language Skills:** Proficient in both spoken and written English. Fluent in spoken Malay & Cantonese. Fair in spoken Mandarin.
- **Computer Skills:** Proficient in Microsoft Office Applications (Word, Excel, PowerPoint) & Adobe Illustrator (Basic)
- **Project Management Skills:** Completed Project Management Professional (PMP) course by PMI in 2010 (Personal decision to not pursue formal certification)
- **Availability:** 2 month's notices

REFERENCES

- Available upon request